



# **Protect the Circle of Life:**

## **2014-2015 American Indian/Alaska Native Flu Vaccination Campaign**

**Blake Harper, MPH, Project Manager**  
**Kauffman & Associates, Inc.**

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# Background

- Native peoples have lived in Virginia for over 10,000 years
  - Members of many diverse tribes
  - Spoke several different indigenous languages
- Jamestown, Virginia marked the first successful English colony in 1607
- An estimate of 20,000 American Indians lived in Virginia at this time
- By 1700, only a few hundred individuals remained



# Background

- Forced acculturation and assimilation occurred throughout 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> centuries
- Racial Integrity Law of 1924 and Dr. Walter Plecker effectively erased Virginia Indians from all Bureau of Vital Statistics
- Virginia Indian culture and society survived through churches, mission schools and resilient tribal members



# Background

- Today, 41,302 AI/ANs live in Virginia according to the U.S. Census
- Virginia has 11 state recognized tribes
  - Mattaponi
  - Pamunkey
  - Chickahominy
  - Chickahominy, Eastern Division
  - Rappahannock
  - Upper Mattaponi
  - Nansemond
  - Monacan Indian Nation
  - Cheroenhaka (Nottaway)
  - Nottoway
  - Patawomeck



## Federal vs. State Recognition

| <b>Federally Recognized Tribes</b>  | <b>State Recognized Tribes</b>   |
|---|--|
| Maintain a legal and political relationship with the United States of America   | Are acknowledged by respective states  |
| Are entitled to certain federal benefits, services and protections; are eligible for funding and services from the Bureau of Indian Affairs                     | Entitlements, services and funding negotiations differ by state; some states recognize considerable autonomy |
| Were historically recognized through treaties, Acts of Congress, presidential executive orders, other federal administrative actions or federal court decisions | Are recognized via state law, administrative, legislative and executive recognition processes                |
| Retain the right to regulate activities on their lands independently from state government control  | Are eligible for some federal services and benefits as specified in certain federal statutes                 |

**Protect the Circle of Life**



**Your Flu Vaccine Protects Me  
My Flu Vaccine Protects You**





# What You Should Know About the Flu

- AI/ANs die from pneumonia and influenza-related causes at a rate that is 1.5 times higher than the general U.S. population.
- Flu is the sixth leading cause of death among AI/AN elders.
- Flu can also cause certain health conditions to become worse, including diabetes, asthma, and heart and lung disease.

Data Source: 2003 IHS Trends in Indian Health -

<http://www.ihs.gov/dps/files/Trends%20Part%204-General%20Mort.pdf>



# Campaign Goal

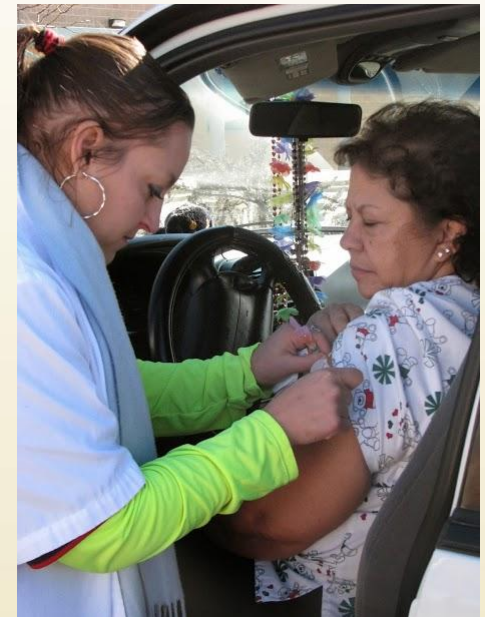
To encourage American Indians and Alaska Natives to seek out and receive a yearly influenza vaccine from local health sources.





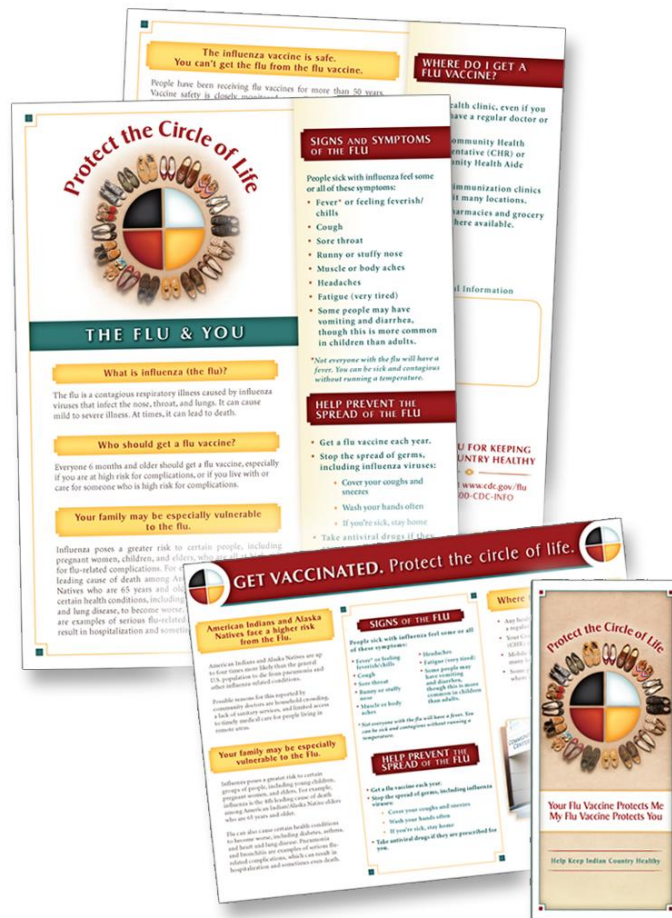


# Your Flu Vaccine Protects Me, My Flu Vaccine Protects You"--in Action






# Messages and Materials




**Protect the Circle of Life**




**Your Flu Vaccine Protects Me  
My Flu Vaccine Protects You**

- The flu vaccine is safe. You can't get the flu from a flu vaccine.
- Pneumonia and flu are a leading cause of death among Native elders.
- Please get a flu vaccine each year to protect you and your family.

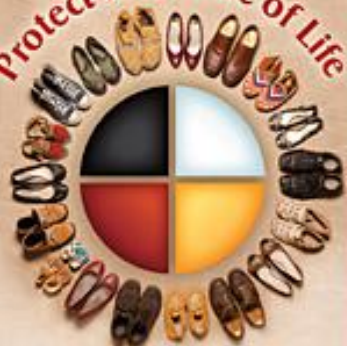
 Learn more at [www.cdc.gov/flu](http://www.cdc.gov/flu)  
or call 1-800-CDC-INFO



# Social media Widget

**Test Your Knowledge** 

*Protect the Circle of Life*



**Please Get the Flu Vaccine**

**Get Started!**

**Test Your Knowledge** 

**Score: 6 / 6**

**Share This Widget!**

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<iframe  
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w.cdc.gov/flu/  
freeresources/  
widgets/aian/"  
scrolling="no"
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For More Information,  
Please Visit: [CDC.gov/flu](http://www.cdc.gov/flu)

**Find Flu Vaccine**

[Disclaimer](#)

<http://www.cdc.gov/flu/freeresources/widgets/aian/>



# Radio PSAs

- Protect the Circle of Life PSAs on CDC.gov
  - Features 4 different versions
  - Two styles of music background
  - Two unique influenza messages



<http://www.cdc.gov/flu/freeresources/media-psa.htm>





# Influential Newsletter Success

**Special Edition**

MAY 2014

**Influential News**

The National Influenza Vaccination Expertise Partnership (NIVPEP) is comprised of multi-sector partners who work to promote vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

**American Indian and Alaska Native Partners Expand Flu Vaccination Promotion Initiatives**

**Protect the Circle of Life**

This edition recognizes successful efforts of NIVPEP partners to raise awareness among American Indian and Alaska Native populations about the benefits of flu vaccination during the 2013-2014 flu season.

- The Alaska Tribal Health System helped implement large-scale flu vaccination drives in Anchorage and Fairbanks and in some of the state's most isolated communities in the Arctic Circle.
- The Ho-Chunk Nation Department of Health organized vaccination events and disseminated new print and online flu vaccination materials among tribal members in Wisconsin and Minnesota.
- The California Rural Indian Health Board executed a social marketing campaign targeting children, pregnant women, women, and people with chronic disease.
- Native Health, a health center in Phoenix, Arizona received statewide recognition for its efforts to promote flu vaccination among American Indians.

**SPOTLIGHT ON PARTNERS**

**ALASKA TRIBAL HEALTH SYSTEM HELPS VACCINATE THOUSANDS AGAINST THE FLU**

The Alaska Tribal Health System (ATHS) is a statewide voluntary affiliation of more than 30 tribal organizations providing health services to Alaska Natives. This season, the Alaska Native Medical Center (ANMC), an AIDS affiliate in Anchorage, administered more than 15,000 flu vaccinations. For the first time, ANMC organized walk-in clinics that were staffed by hospital pharmacists. ANMC also provided 450 flu vaccinations at the annual convention of the Alaska Federation of Natives, which was held in Fairbanks in October 2013. Another AIDS affiliate, the Chief Andrew Isaac Health Center in Fairbanks, vaccinated 573 of its 822 elder patients against the flu.

In Kotzebue, 33 miles north of the Arctic Circle on Alaska's western coast, Merrill Health Center administered the flu vaccine to 428 of their 476 employees and 3,023 of the area's 6,700 residents.

In the Bering Strait region, Nuanetsi Sound Health Corporation sponsored a total of more than 20 flu vaccination events in 15 villages—including in Nome, the last stop of the world-famous Iditarod Trail Dog Sled Race. In total, 2,991 people were vaccinated against the flu at these events.

**HO-CHUNK NATION INCREASES FLU VACCINATION IN WISCONSIN AND MINNESOTA**

Ho-Chunk Nation Department of Health (HCNDH) serves members and employees of federally recognized tribes within 15 Wisconsin counties and a county in Minnesota. This flu season, HCNDH administered a total of 1,432 flu vaccinations at six different health centers.

In Wisconsin, HCNDH worked closely with Koshong Circle, Jackson County Public Health Department, and Black River Memorial Hospital to provide families and communities with information about how to identify signs and symptoms of influenza and prevent it from spreading. This included distributing CDC's Protect the Circle of Life posters and developing a new fact sheet.

"We are very proud of our staff's efforts to increase immunization rates through education and prevention measures. Even more rewarding is seeing our tribal members and communities take responsibility for their health," said Jess Thill, Community Health Director at HCNDH.

<http://www.cdc.gov/flu/>

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- 2,800 views of the May 2014 AI/AN Special Edition of *Influential News*
- 500% increase from 2013 AI/AN Special Edition of *Influential News*



# Partners success

## NATIVE HEALTH RECEIVES AWARD FOR FLU VACCINATION CAMPAIGN



(left to right) Native Health staff members  
Angle Duran, Diane Esquivel, and Rita Triana  
celebrate "Big Shot for Arizona" award



Alaska Tribal Health System holds  
flu vaccination event in Nome





# Impacting Outcomes, Improving Lives

By supporting the ***Protect the Circle of Life*** campaign, partners will help to positively impact outcomes at the national and community levels.

Partners will also gain recognition for their commitment to promoting public health in Indian Country.



vaccination clinic promotion,  
South Dakota



# Thank you!

Questions? Contact:

Blake Harper, Project Manager

Kauffman and Associates, Inc.

[Blake.Harper@kauffmaninc.com](mailto:Blake.Harper@kauffmaninc.com)

**T: 301–509–5724**